

Connie
Music Fall

05/27/97

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CLNT SRV 19NW

002

Virginia Slims 1997 Event Name Generation
Available/Qualified Topline Response
May 27, 1997

Program	Slims Responders		Competitive Responders		Total		
	Number of Responders	Names New to Database	Number of Responders	Names New to Database	Number of Responders	Names New to Database	% Resp New to Database
Spring Legends	<u>70</u>	<u>27</u>	<u>198</u>	<u>109</u>	<u>268</u>	<u>136</u>	<u>51%</u>
• Tampa	70	27	198	109	268	136	51%
• Chicago							
• Pittsburgh							
Spring Music	<u>172</u>	<u>111</u>	<u>1,310</u>	<u>1,037</u>	<u>1,482</u>	<u>1,148</u>	<u>77%</u>
• St. Louis	25	11	231	176	256	187	73%
• New Orleans	83	54	450	351	533	405	76%
• Atlanta	29	22	324	266	353	288	82%
• Birmingham	35	24	305	244	340	268	79%
• Chicago							
• Detroit							
• Baltimore							
• Charlotte							
• Dallas							
• New York							

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